



Spreading the Message

Leveraging national campaigns

Presented by:

Sara Van de Grift

Wisconsin Energy Conservation Corp.

Lighting Partner Meeting

Las Vegas, NV

April 4, 2005

Spreading the Message

Leveraging national campaigns



- Program Goals
- Why piggyback on the national programs
- Examples of promotions
- Results



Program Goals

- Increase consumer awareness AND understanding of the ENERGY STAR label
 - Currently in WI 71% of those who purchase CFLs are aware of and understand the ENERGY STAR logo compared to just 40% of non CFL purchasers
- Achieve cost effective energy savings (kWh)
- Engage manufacturers and retailers – leverage their participation in programs
 - Increase in types of retailers participating in the program
 - Increase in retailer participation in cooperative advertising
 - Manufacturer and retailer investment in the program



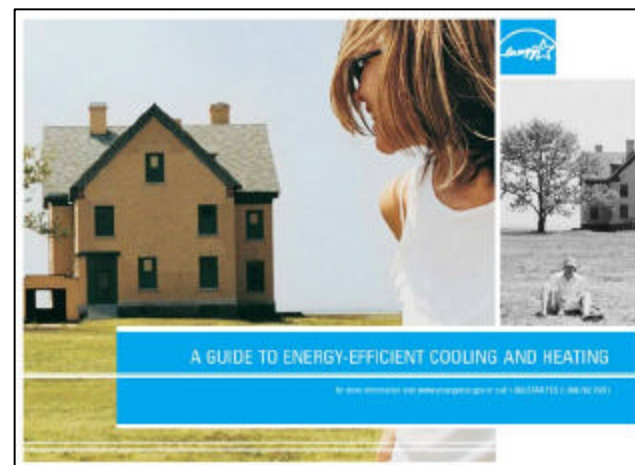
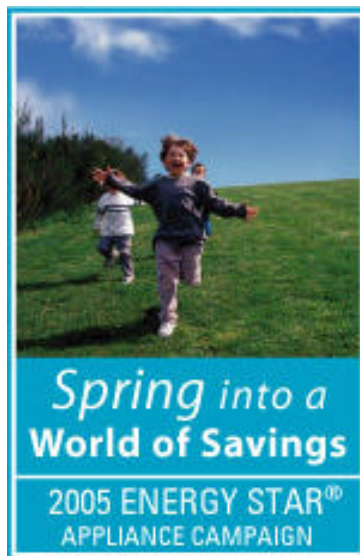
Piggybacking on National Campaigns

- Provides a foundation on which partners can build a local campaign
- Provide a unifying call to action
- Helps build a consistent consumer experience with ENERGY STAR
- Brings manufacturers and retailers into the promotion
- Allow partners to tailor activities and promotional tactics to fit local markets/business interests and sponsor identity



National Campaigns

Sample Creative:



CHANGE A LIGHT,
CHANGE THE WORLD

proving the value of energy efficiency



WECC Campaigns

Sample Creative:



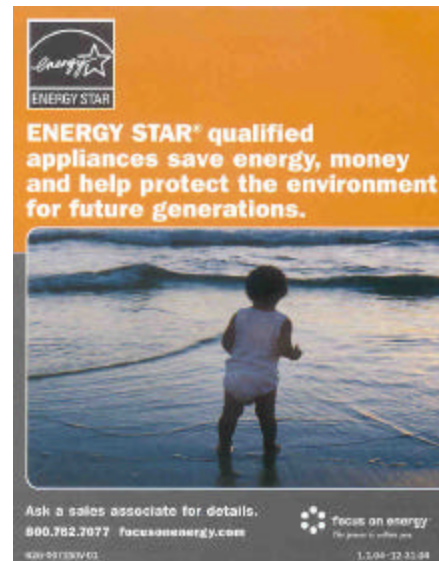
CHANGE A LIGHT
CHANGE THE WORLD
ENERGY STAR

The answer to saving energy is right before your eyes.

CHANGE FIVE

focus on energy
The power is within you.

This creative features a yellow background with a small Energy Star logo in the top left. The main headline is in large, bold, white letters. Below the headline is a photo of two men in athletic wear, one holding a light bulb. The 'CHANGE FIVE' logo is in a dark grey box. The bottom right has the 'focus on energy' logo.



ENERGY STAR

ENERGY STAR® qualified appliances save energy, money and help protect the environment for future generations.

Ask a sales associate for details.
800.762.7077 focusonenergy.com

focus on energy
The power is within you.

1.504-12.33.04

This creative has an orange header with the Energy Star logo. The main text is in white and orange. Below is a photo of a child standing on a beach looking at the ocean. The bottom has contact information and the 'focus on energy' logo.



ENERGY STAR

You've spotted a STAR.

An ENERGY STAR® qualified appliance.

Use 10%-50% less energy.

Reduce your utility costs.

Save even more money.
Cash-Back Rewards may be available.

focusonenergy.com/star

focus on energy
The power is within you.

This creative features a large blue and orange star in the center. Text is arranged around the star. The bottom has the 'focus on energy' logo and website.



SAVINGS WITH A TWIST

BULBS
\$2
CASH BACK PER BULB

- Use up to 75% less energy
- Last up to 10 times longer
- Save at least \$30 in energy costs over the life of each ENERGY STAR® qualified bulb

LEED 2.2 bulb is per customer.

CHANGE A LIGHT
CHANGE THE WORLD
ENERGY STAR

800.762.7077 • focusonenergy.com

focus on energy
The power is within you.

This creative has a green and orange background. It features a large '\$2' with a light bulb icon. A list of benefits is on the right. The bottom has the Energy Star logo, contact info, and 'focus on energy' logo.

proving the value of energy efficiency



ENERGY STAR national campaigns in 2004

- Double your savings – Appliance promotion
- Cool your World
- Change a Light Change the World
- Holiday Electronics – with a holiday lighting component



Change a Light Change the World

- WECC has participated since 2000, there has been a regionally coordinated Midwest campaign since 2001 including WI, MN, IL, KY, OH, MO and IN.
- National messaging/materials used during past Change a Light campaigns
 - 2004 – Change five message
 - 2003 – Steve Thomas Change out
 - 2002 – Change theme
 - All year – PR template including releases, key messaging, savings numbers, logos, images
- Using national materials allowed consistent messaging across the region and a common theme that all sponsors could come to agreement on.



Change a Light Change the World

Results:

- In Wisconsin 1,000,000 CFLs were sold during the 2004 Change a Light campaign and almost 1,300,000 during the 2003 campaign. Regionally 1,500,000 sold in 2003 and 1,300,000 in 2004
- In Wisconsin \$250,000 invested in consumer outreach and advertising resulting in over 2 million consumer impressions through the Change Five campaign

Tactics:

- Media campaign using the WI-based Olympians, The Hamm twins
- Public Relations campaign that included the “Change Five Challenge” through in-store materials, bulb sale events, and statewide radio, print, and TV media (19 different TV news reports on one single day across the state)



National Campaigns = Value to Programs

- **More Focus:** Provide motivation to focus on targeted products, during a specific time of the year
- **More Attention:** Allow partners to get more attention from manufacturers /retailers and in many cases leverage more support for programs
- **More Resources:** Help bring other people's money to the table (manufacturers, retailers, other EEPS, U.S. EPA/DOE)
- **More Impact:** Allow partners to coalesce efforts at same time and on same products for more impact in the market



Contact Information

Sara Van de Grift
ENERGY STAR Program Manager
WECC

608-249-9322 ext 160

SaraV@weccusa.org

Karl Hilker
Lighting Project Manager
WECC

608-249-9322 ext 273

Karlh@weccusa.org

www.focusonenergy.com

www.weccusa.org